

## Message Text

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ACTION COME-00

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 3418

UNCLAS HONG KONG 0250

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: COUNTRY COMMERCIAL PROGRAM: HONG KONG CCP PROGRESS REPORT

REF: STATE 278776

SUMMARY: PROMOTION OF PRINTING AND GRAPHIC ARTS EQUIPMENT ON THE WHOLE SUCCESSFUL. POLLUTION CONTROL CATALOG SHOW AND AMERICAN FORTNIGHT ON TRACK. WORLD ECONOMY HAS NEGATIVELY AFFECTED MAJOR PROJECT OBJECTIVES. TRADE OPPORTUNITY REPORTING EXTREMELY EFFECTIVE AND RECEIVING OUTSTANDING SUPPORT FROM COMMERCE. END SUMMARY.

1. POST APPRECIATES EXCELLENT FOLLOW-UP BY STATE/COMMEREE TO CCP PROGRAM. OUR PROGRESS REPORT FOLLOWS:

A. ANNEX A - PRINTING AND GRAPHIC ARTS EQUIPMENT (PGA) PROMOTION. WE HAVE SUBMITTED 3 PGA TRADE OPPORTUNITIES AS OF DEC. 31, 1974. THIS IS APPARENTLY A LITTLE BEHIND SCHEDULE BUT IS BECAUSE OF SUCCESS OF OUR OTHER PGA PROMOTIONAL ACTIVITIES. OUR CATALOG SHOW AND REVERSE TRADE MISSION EFFORTS IN THIS TARGET INDUSTRY WERE EFFECTIVE IN INTRODUCING LOCAL PGA FIRMS TO DIRECT CHANNELS OF COMMUNICATIONS. ACCORDINGLY, REAL NEED FOR TRADE OPPORTUNITY PROGRAM WAS LARGELY ELIMINATED. NEVERTHELESS, WE WILL SUBMIT A FEW MORE PGA TRADE OPPORTUNITIES BEFORE END OF FISCAL YEAR. INTEREST REMAINS HIGH IN US EQUIPMENT.

IN COURSE OF ORGANIZING PGA CATALOG SHOW AND REVERSE TRADE MISSION, WE MADE OVER 30 CALLS ON PRIVATE AND GOVERNMENT PRINTERS AND PRINTERS ASSOCIATIONS.

A. 2. OUR MANPOWER EXPENDITURES HAVE BEEN AS FOLLOWS:

MAN-DAYS

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FSO FSL

CATALOG SHOW (INCLUDING CALLS  
ON POTENTIAL CONSUMERS) 7 10  
PARTICIPATION IN PRODUCTIVITY  
CENTER EVENT 1 5  
REVERSE TRADE MISSION 1 4  
BUSINESS CALLS 2 0

B. ANNEX B. COOPERATION FROM USIS WITH REGARD TO POLLUTION  
CONTROL CATALOG SHOW SCHEDULED FOR HONG KONG JAN. 22-24 HAS BEEN  
EXCELLENT. ALL PREPARATIONS ARE ON TRACK. USIS HAS PROCURED 4  
USEFUL FILMS FOR THIS EVENT.

C. ANNEX C. CONCEPTIONAL, ORGANIZATIONAL AND BUDGET PLANS  
FOR AMERICAN FORTNIGHT WERE COMPLETED SEVERAL WEEKS AGO. SINCE  
THAT TIME WE HAVE COMPLETED AND BEGUN MAILING OUT AMERICAN FORTNIGHT  
BROCHURES. THEY SEEM TO BE AN EXCELLENT SALES TOOL SINCE WE HAVE  
HAD MANY FAVORABLE RESPONSES.

CHAMBER VOLUNTEERS HAVE BEEN COMING TO COMMERCIAL UNIT AT  
EIGHT O'CLOCK EVERY MORNING TO PICK UP ASSIGNMENTS AND TO  
REPORT RESULTS OF ASSIGNMENTS CONCERNING SALE OF PARTICIPATION  
AGREEMENTS IN INDUSTRIAL EXHIBITION TO BE HELD AT FURAMA HOTEL,  
CONSUMER EXHIBITION TO BE HELD AT HOLIDAY INN IN KOWLOON, AND  
SERVICES, FINANCIAL AND TRAVEL USA EXHIBITION TO BE HELD AT OCEAN  
TERMINAL. WE HAVE SET 87 AS A TARGET FOR TOTAL NUMBER OF EXHIBITION  
PARTICIPANTS. WE WILL USE 53 OF DEPT. OF COMMERCE A-2 SYSTEM  
BOOTHES WHICH HAVE BEEN MADE AVAILABLE TO US THROUGH TRADE CENTER  
AT SINGAPORE. OUR PLANNING AND BUDGET ALLOWS US TO REDUCE NUMBER  
OF BOOTHES (IF THAT SHOULD BECOME DESIRABLE) WITHOUT FINANCIAL  
PROBLEMS. BUT WE BELIEVE WE WILL REACH OUR GOAL.

CHAMBER MEMBERS ALSO PICK UP THEIR ASSIGNMENTS AT COMMERCIAL UNIT  
CONCERNING 100 PROMOTIONAL, CULTURAL, ENTERTAINMENT, AND SOCIAL EVENT  
S  
WHICH WILL TAKE PLACE IMMEDIATELY PRECEEDING AND DURING AMERICAN  
FORTNIGHT. WORK OF VOLUNTEERS HAS BEEN EXCELLENT.

EFFORTS THUS FAR HAVE ALREADY PRODUCED 8 PARTICIPANTS FOR  
INDUSTRIAL EXHIBITION, 7 FOR SEFVICES EXHIBITION, 14 FOR CONSUMER  
EXHIBITION, AND 16 FOR GENERAL PARTICIPATION AGREEMENTS.  
ALTHOUGH GENERAL PARTICIPANTS DO NOT PAY HK\$7,500 AS DO PEOPLE  
EXHIBITING, THEY DO HAVE TO PAY \$1,500 FOR PRIVILEGES OF USING  
OUR LOGO AND PUTTING ON PROMOTIONS WHICH IDENTIFY WITH FORTNIGHT.  
MANY COMPANIES ARE SETTING ASIDE LARGE AMOUNTS OF MONEY TO HELP  
US FUND SPECIAL ATTRACTIONS. JOHNSON WAX HAS EARMARKED US\$60,000  
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FOR FORTNIGHT, BECAUSE OF GREAT SUCCESS JOHNSON WAX ENJOYED  
THROUGH ITS FORTNIGHT '73 PROMOTION. WE HELPED JOHNSON WAX  
SUCCESSFULLY OBTAIN 2,000 NEW OUTLETS.

SIX IN-STORE PROMOTIONS WITH LEADING HONG KONG DEPARTMENT  
STORES ARE WELL INTO PLANNING STAGE AND WE HAVE PLEDGES FROM THESE  
FIRMS TO PURCHASE OVER US\$1/2 MILLION ESPECIALLY FOR FORTNIGHT.  
THIS IS OVER AND ABOVE WHAT THEY WOULD NORMALLY BUY. US\$1/2  
MILLION FIGURE WILL INCREASE CONSIDERABLY AS WE FIND NEW PRODUCTS

AND SUPPLIERS IN THE US. APPROPRIATE TRADE OPPORTUNITIES HAVE BEEN FORWARDED IN THAT CONNECTION AND WE WISH TO COMPLIMENT COMMERCE ON EXCELLENT RESPONSES RECEIVED THUS FAR.

MRS. MONA WILSON, FORTNIGHT ASSISTANT WHOM WE HIRED OUT OF FORTNIGHT FUNDS, IS PROVING TO BE OUTSTANDINGLY EFFECTIVE. SHE IS ASSISTING IN EVERY FACIT OF UNDERTAKING. AMONG OTHER THINGS, SHE IS ENABLING US TO MAKE CONTACTS FOR STAGING OF BUYERS ATTRACTION AND CULTURAL EVENTS WHICH WE NORMALLY WOULD NOT BE ABLE TO MAKE SO EARLY AND IS RELIEVING SOME PRESSURE ON THE COMMERCIAL UNIT. MISS AMERICA OF 1975 HAS AGREED TO JOIN FORTNIGHT.

IN CONCLUSION, REVENUES IN FORM OF DEPOSITS FOR AMERICAN FORTNIGHT '75 ARE COMING IN NICELY (WE HAVE BUDGE REVIEWS WITH CHAMBER EVERY WEEK). PRESS IS GOOD, ENTHUSIASM IN COMMUNITY IS HIGH. WE GENERALLY VERY PLEASED WITH PROGRESS SO FAR, ESPECIALLY WITH ABSOLUTELY OUTSTANDING COOPERATION WE HAVE HAD FROM EVERYONE AT CONSULATE, USIS WITH REGARD TO PUBLICITY AND EXHIBITS, DLO WITH REGARD TO BANDS, AND ADMIN SECTION WITH REGARD TO VARIOUS ADMIN. TYPE ACTIVITIES.

POST RESOURCES USED THUS FAR FOR IN-STORE PROMOTION FOLLOWS:

MAN-DAYS		
FSO	FSL	
DISCUSSIONS WITH DIRECTORS OF		
DEPARTMENT STORES		
AND WITH CHAMBER VOLUNTEERS	3	-
TELEPHONE CONVERSATIONS WITH		
POTENTIAL PROMOTORS, SUPPLIERS,		
OTHERS CONCERNING THE IN-STORE		
PROMOTIONS	2	-
OTHER FORTNIGHT ACTIVITIES,		
DIRECTION, COORDINATION,		
MANAGEMENT, AND IMPLEMENTATION:		
FREE TIME ACTIVITIES BEFORE		

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AND AFTER WORKING HOURS,		
ESPECIALLY FOR PURPOSES		
OF DIRECTION OF FORTNIGHT	25	-
PLANNING, IMPLEMENTATION,		
AND DIRECTION OF FORTNIGHT		
DURING WORKING HOURS	30	45

D. ANNEX D. WORLD ECONOMIC SITUATION HAS DEFINITELY SLOWED DOWN PROGRESS ON THE 20 MAJOR PROJECTS REFERRED TO IN CCP. FULL UPDATE FOLLOWS FOR THIS ANNEX AND FOR ANNEX E. CROSS

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